

Assembly Concurrent Resolution

No. 32

Introduced by Assembly Member Bloom

February 25, 2015

Assembly Concurrent Resolution No. 32—Relative to California Craft Brewery Month.

LEGISLATIVE COUNSEL’S DIGEST

ACR 32, as introduced, Bloom. California Craft Brewery Month.

This measure would proclaim the month of April 2015 as California Craft Brewery Month.

Fiscal committee: no.

1 WHEREAS, California is the birthplace of the craft brewing
2 movement, when Fritz Maytag acquired the Anchor Brewing
3 Company in 1965 and began brewing authentic handcrafted beers;
4 and

5 WHEREAS, California is the home of the first microbrewery,
6 beginning with Jack McAuliffe who built a small brewery in
7 Sonoma from scratch, and began selling New Albion ales in 1977;
8 and

9 WHEREAS, The second largest craft brewer in the country,
10 Sierra Nevada Brewing Company, was founded in Chico,
11 California, in 1979, and spurred the craft brewery movement
12 around the country; and

13 WHEREAS, In 1982, Governor Jerry Brown signed Assembly
14 Bill 3610 to amend the state’s tied-house laws to remove the
15 restriction on on-premises sales of craft beer. Following this change

1 in law, California became home to three of the first five brewpubs
2 in the United States; and

3 WHEREAS, The second brewpub in the United States was
4 opened by the Mendocino Brewery in Hopland, California; the
5 third brewpub, opened in September 1984, was Buffalo Bill's in
6 Hayward, California; and the fifth, opened by John Martin in March
7 1986, was Triple Rock Brewery in Berkeley, California; and

8 WHEREAS, In 2012, the California craft brewery industry had
9 an annual impact of \$4.7 billion on the state's economy; and

10 WHEREAS, As of the end of 2012, the California craft brewery
11 industry supported more than 45,000 jobs, which in turn create
12 billions of dollars in positive economic impact; and

13 WHEREAS, The California craft brewery industry creates more
14 revenue for the state and federal governments than many other
15 industries, generating more than \$850 million in federal, state, and
16 local revenues in 2012; and

17 WHEREAS, California now has more breweries than any other
18 state in the country, and in fact has more than twice as many craft
19 breweries as the state within the next highest number, Colorado.
20 The current count numbers more than 440 small, independently
21 owned craft breweries. An average of one in every five craft beers
22 produced in the United States comes from California; and

23 WHEREAS, California is now known and recognized
24 internationally for the quality of its craft breweries. Year after
25 year, Californian breweries win more medals at the World Beer
26 Cup, the largest international beer competition in the world, and
27 the Great American Beer Festival, the largest beer competition in
28 the United States, than breweries found in other states; and

29 WHEREAS, Brewery tourism is increasingly popular and
30 contributes to the economic impact of the state's tourism industry;
31 and

32 WHEREAS, The California craft brewing industry is a leader
33 in the stewardship of natural resources and the environment and
34 has made a major commitment to implement sustainable practices
35 that are environmentally sound, including some of the largest solar
36 arrays in the private sector, and the use of fuel cells and other
37 innovative conservation techniques and processes; and

38 WHEREAS, Despite the challenges of intense global
39 competition, the state's craft brewery industry is strong and

1 growing, and is a major contributor to the economic vitality of
2 California; now, therefore, be it

3 *Resolved by the Assembly of the State of California, the Senate*
4 *thereof concurring*, That the Legislature hereby proclaims the
5 month of April 2015 as California Craft Brewery Month; and be
6 it further

7 *Resolved*, That the Chief Clerk of the Assembly transmit copies
8 of this resolution to the author for appropriate distribution.

O